Subscription Orders

	1st Qtr 1992	2nd Qtr 1992
New Subscriptions		
Inserts in Newsstand Copies	575	404
Inserts in Subscriber Copies	278	212
Gift Subscriptions	447	126
Institutions	36	17
Other Sources	218	170
Less Unpaid Bill-me Orders	-119	-86
Total New Subscriptions	1,435	843
Renewal Subscriptions		
Institutions	471	158
Gift Renewals	119	93
Conversions *	553	427
Regular Renewals *	1,424	1,571
Less Unpaid Bill-me Orders	-63	-63
Total Renewals	2,504	2,186
Total Subscriptions	3,939	3,029

3rd Qtr

484
216
169
21
243

152
34
452
1773

* Conversions are people renewing their own subscription for the first time, Regular Renewals are people renewing their own subscription for the second time or more.